#### **2007 REPORT**

## Minority Business Development and Retention



The goal of Minority Business Development and Retention (MBDR) is to increase Minority Business Enterprises (MBEs), Women Business Enterprises (WBEs), Small Business Enterprises (SBEs) and people with disabilities participation in business and employment opportunities generated by the Čity of Saint Paul's Department of Planning and Economic Developments (PED) housing and economic development activities. With the support of Mayor Christopher B. Coleman, MBDR is included in the Invest Saint Paul (ISP) **Expanding Economic Opportunities** strategies.



The Minority Business Development and Retention (MBDR) program is located in the City of Saint Paul's Department of Planning and Economic Development (PED).



City in America

## PROGRAMS AND RESOURCES

- □ 15% Compliance Report Card
- □ Community Partners
- □ Construction Partnering Program
- □ Socially Responsible Investment Fund (SRIF)
- □ Emerging Markets Economic Data
- □ MBDR Contacts
- □ City of Saint Paul Housing and Redevelopment Authority Disparity Study
- □ Hall Audit: Review and Performance Audit of the City of Saint Paul/Housing and Redevelopment Authority Efforts Related to Inclusion In City/HRA Economic Opportunities
- □ Small Developer Ownership Construction Program
- □ Apprenticeship Opportunity Pilot Program

#### PROGRAMS AND RESOURCES DEFINED

- PED/HRA 15% Report Card Year End "Completed Projects" yielded 11.47% in Vendor Outreach Program (VOP) contracts totaling \$24,256,224 for Minority, Women and Small Business Enterprises. Year End "In Progress Projects" yielded 13.85% in Vendor Outreach Program (VOP) contracts totaling \$24, 176,468 for Minority, Women and Small Business Enterprises.
- Emerging Markets Economic Data Today, a third of Saint Paul's residents are minorities, a figure that doubled in the past fifteen years. The city's business community has changed dramatically as well, and many of its older commercial strips are now home to new ethnic entrepreneurs serving new and existing markets.
- Minority Business Development and Retention (MBDR) contracts with a number of **Community Partners** for the purpose of capacity building, ethnic chamber development, small business development, minority home ownership, entrepreneurial start-up assistance, technical assistance, job development, corridor development, and revolving loan funding.
- Apprenticeship Opportunity Pilot Program (AOPP) is an initiative designed to build a pipeline of more people, specifically people of color, prepared to enter the construction trade.
- The goal of the **Construction Partnering Program (CPP)** is to create increased opportunities for minority firms in the construction industry. The City of Saint Paul is a strong supporter of partnerships among established general contractors and minority and women-owned small businesses.
- Socially Responsible Investment Fund (SRIF) MBDR is responsible for the community impact of the \$10 million dollar Saint Paul Socially Responsible Investment Fund (SRIF), which is designed to promote and reward local banks that demonstrate exemplary investment in targeted neighborhoods and the promotion of the Small Developer Ownership Construction Program, a financial tool for small developers.
- ☐ Media Contacts Multi-Cultural Media Support, approximately fourteen print, radio and television media contacts help with our goal of continued transparency.

## **CAPACITY BUILDING**

MBDR provides *training*, *small business loans*, *and technical assistance* to female, minority, and disadvantaged entrepreneurs in Saint Paul. The ultimate goal of this assistance is to stimulate the economic growth that is a natural outcome when businesses are opened and/or expanded.

MBDR, representing the City of Saint Paul, initiated a partnership with the City of Minneapolis and the Midwest Minority Supplier Development Council to host a customized 2008-2009 Business Opportunities Outreach effort for Ethnic Business Owners, Ethnic Chambers of Commerce and their partners.

Our goal in this effort is to build capacity by bridging the gap between the business owner and the opportunities generated by the 2008 RNC Convention and the twelve month calendar of opportunities available through the Convention and Visitor Authorities. Featured presenters will be the RNC Host Committee, Saint Paul Convention and Visitors Authority and Meet Minneapolis. We expect 300 businesses to participate and 30 of those to become designated as RNC preferred vendors.

"Our goal is to build businesses that grow, prosper, and anchor their own communities. Neighborhood businesses create new jobs, fill storefronts, and generate a renewed sense of economic vitality. The "invisible" benefits they generate may be even more important: role-modeling the value of enterprise, creating community gathering spaces, and bringing needed products and services to underserved populations." *Neighborhood Development Center, Mihailo Temali, Executive Director* 

**ProBid Training Program**® A Professional Service Capacity Building Contract with MBDR allowed Selby Area CDC to create the **ProBid Training Program**®. SACDC is working with small construction, janitorial, and landscaping businesses to help them learn how to read an RFP and successfully bid on projects, the new ProBid Training Program does just that. After two workshops with local businesses, Selby Area CDC is working to fill the need with a class designed for business owners.

**THE WORKING CAPITAL LOAN FUND** Selby Area CDC and Women Venture are our Community Partners that operate our \$150,000.00 Working Capital Loan Fund. A new Financing product for business owners seeking to conduct business with the city of Saint Paul.

#### **HOW IT WORKS**

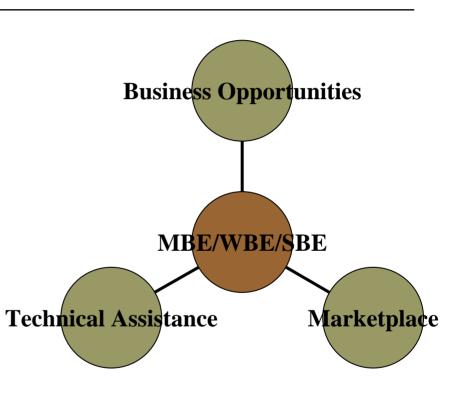
Selby Area CDC will pledge up to \$15,000 in the form of a certificate of deposit as security with a commercial bank to assist business owners in obtaining small business loans or lines of credit.

Women Venture is a micro lender that provides financing to qualified new and existing businesses. Loans range from \$500 to \$35,000.

## TECHNICAL ASSISTANCE

Business Planning, Marketing and Financial Assistance are some of the areas of expertise used to describe technical assistance provided by MBDR. Examples would include our relationship with the Construction Partnering Program, Pro-Bid and the creation of a new interactive web-based capacity building and technical assistance tool that will link Minority, Women and Small Business Enterprises to opportunities that will increase their presence in the marketplace. We call it the Minnesota Small, Minority and Women Owned Business Network (MSMWOBN). While we are still working on the name, we expect approximately 300 businesses to participate, the first year. It will go public mid-year 2008, with announcements by both Saint Paul and Minneapolis Mayor's and Midwest Minority Supplier Development Council (MMSDC).

Visit: <a href="http://www.getgomn.org/">http://www.getgomn.org/</a>, Click <a href="Find Professional Services">Find Professional Services</a>, then Click <a href="Prof. Services Networks">Prof. Services Networks</a> <a href="Minnesota Small">Minnesota Small</a>, <a href="Minnesota Small">Minnesota Small<



www.getgomn.org

### CONSTRUCTION PARTNERING PROGRAM

The Construction Partnering Program (CPP) is an innovative initiative designed to create increased opportunities for women and entrepreneurs of color. Through partnerships, developing businesses are connected with the expertise, leadership and networks of established general contractors. 2007 Saint Paul CPP Projects include: Wilder Center – St. Paul and Regions Hospital Expansion



**2007 CPP AWARDS** hosted by CPP co-chair, Yvonne Chueng Ho, Executive Director of Metropolitan Economic Development Association (MEDA)

Best Minority Business Partner, Tarraf Construction Management Best Majority Business Partner, McGough Construction Best Partnering Relationship, DelPrado Commercial Flooring & Target Commercial Interiors

Best Construction Project, Medtronic-Mounds View Campus



**CPP Partnerships, Ryan Companies, City of Saint Paul, Metropolitan Airports Commission** 



**DelPrado Commercial Flooring** 



MEDA, City of Saint Paul, AWC, CPP Partnerships

## ETHNIC CHAMBER COALITION

Collectively Represents over 700 Businesses

#### Pan African Business Alliance (PABA) - African Business Trade and Investment Summit

The three day Business Summit opened with the President of Cargill's presentation of the importance of Minnesota-African investment opportunities. Multi-cultural businesses, government agencies and individuals received technical assistance and capacity building tools. Exposure to expanded market place opportunities and a better understanding of our immigrant business population. Representatives from the African Diaspora, South Africa, Kenya, Nigeria.



The President of the African Union announced the African Diaspora\* is now the 6th Union. (\*The <u>African Diaspora</u> includes all children of African Descent in the USA, Brazil and Canada.) Guest included Governor Tim Pawlenty, Congresswoman Betty McCollum and Congressman Keith Ellison.

Introducing South Africa – Speaker Judge LaJune Lang. PABA President Henry Ongari from Kenya with South African Presenter.

Nigerian Consulate Generals Office meets with City of Saint Paul African Diaspora representative.

## **OUTREACH & PARTNERSHIPS**

The Minnesota American Indian Chamber of Commerce will move headquarters to the City of Saint Paul in 2008.



The Federal Reserve Bank (Montana) is working with the Minnesota AICC, Federal Reserve Bank (Minnesota), MBDR Staff and others to duplicate capacity building opportunities to strengthen rural and reservation American Indian Businesses. The Summit will take place Fall 2008.



MBDR is participating in a capacity building multijurisdictional Ethnic Chamber Business Retention and Expansion Strategies Program (BR&E SURVEY). The Hispanic Chamber of Commerce FBO the Ethnic Chambers and a matching grant from Bremer Bank. Partners include the University of Minnesota, City of Saint Paul, City of Minneapolis, DEED and others.



Outreach at local festivals, parades and business conferences presented an opportunity to introduce Capitol Hill and Macalester College Students to potential careers in local government. City Hall Tour includes City Council Offices and the Office of Mayor Christopher B. Coleman.

### MBDR STATISTICAL PERFORMANCE

Please see attachment or click the link, "MBDR Statistical Performance", on the MBDR website: <a href="https://www.stpaul.gov/mbdr">www.stpaul.gov/mbdr</a>

# 2008 MBDR FOCUS

- □ 15% Compliance Report Card Posted on the City webpage
- □ Community Partners
- □ Construction Partnering Program
- □ Socially Responsible Investment Fund (SRIF)
- □ Emerging Markets Economic Data
- MBDR Contacts
- □ City of Saint Paul Housing and Redevelopment Authority Disparity Study
- Hall Audit: Review and Performance Audit of the City of Saint Paul/Housing and Redevelopment Authority Efforts Related to Inclusion In City/HRA Economic Opportunities
- □ Small Developer Ownership Construction Program
- □ RNC Convention
- ☐ Multi-Jurisdictional Relationships simplifying the process
- □ Capacity Building Professional Service Contracts
- □ Ethnic Business Retention and Expansion (BR&E) Survey
- □ Apprenticeship Opportunity Pilot Program

#### **Contacts:**

Readus Fletcher <u>readus.fletcher@ci.stpaul.mn.us</u> 651-266-6552

Angela Burkhalter <u>angela.burkhalter@ci.stpaul.mn.us</u> 651-266-6613